

Gallatin County Fairgrounds Events Park Best of the West Sponsorship Opportunities



Wild West WinterFest
Presidents' Day Weekend
In February

Gallatin County Fair
3rd Wednesday
In July through Sunday

Gallatin County Fairgrounds
901 North Black, Bozeman, Montana 59715
(406) 582-3270 Fax: 582-3273
fairgrounds@gallatin.mt.gov
www.gallatin.mt.gov/fairgrounds

Signature Events

The Gallatin County Fairgrounds has been an integral part of Bozeman and its surrounding communities since 1903. It is currently home to two signature events: **Wild West WinterFest** and the **Gallatin County Fair**. These events are organized, produced and promoted by Gallatin County Fair Board, staff and enthusiastic volunteers and are fundraisers for the Fairgrounds. Profits from the events stay at the Fairgrounds and are used to make needed improvements. The Fairgrounds signature events provide wholesome, western and urban lifestyle entertainment that can be enjoyed by everyone.

The County Fair and the Wild West WinterFest are growing each year and constantly improving. The attendance for both signature events has risen steadily over the years. The events also benefit our local civic organizations who use them as fundraisers. The money raised by selling food, beverages and other products, goes right back into the community as each organization provides its own unique services and other projects. Along with local groups, signature events attract out of town consumers that help boost the local economy during our events.

Businesses have an opportunity to showcase their products and services to a captive audience in a fun, entertaining environment. The Fairgrounds also provides a unique opportunity for businesses of all kinds to target specific markets like no other source - directly face-to-face with their Montana and surrounding state consumers.

As a business partner with the Gallatin County Fairgrounds, Your Business will be included in the advertising and promotion created by the fairgrounds and we will work to increase advertising opportunities for our supporting sponsors through our signature events.





Wild West *WinterFest* Experience the West!

EVENTS INCLUDE: Chili Cook-Off, Horse Sale, Ag in the Classroom, Quilt Show, Hockey Tournament, Children's Art Show, Dog Keg Pull, All Star Dog Expo (Agility, Frisbee, etc), the Bootleggers' Ball concert, Battle of the Breeds, Working Horse & Driver Contest, Cattle Shows and many, many, more wintertime fun activities.

Attendance: 10,000+

Gallatin County Fair Lots of Family Fun at the Gallatin County Fair!

As the years roll by, everyone's idea of a "Summer Fair" changes and the Gallatin County Fair is transforming to keep up with the new idea. Not only is the Fair changing but the Fairgrounds as a whole is changing to keep up with the times. If you have not been out to the Fairgrounds lately, you have probably missed the new landscaping, the Anderson Arena with its covered grandstand and the remodeled exhibit buildings.

There is no better way to get involved in your community than to support the Gallatin County Fair as a Business Partner. **EVENTS INCLUDE:** 4-H and FFA exhibits and shows, Mud Bog, PBR, Bozeman Roundup Ranch Rodeo, horse and livestock shows, Ranch Horse contests, family free stage entertainment, Concerts, Colgate Country Showdown, children's activities and entertainment, carnival rides, open Class Arts, Crafts, Needlework, Photography, Floral and Foods competitive exhibits and many more traditional and non-traditional Fair activities and lots of Fair Food! The Fair is the largest community event in Gallatin County.

Attendance: 49,000+



Business Partner Sponsorship Opportunities

SIGNATURE Event Presenting Sponsor

Fair: \$5000.00 Winterfest: \$4500.00

PLATINUM Fairgrounds Year-round Business Partner

\$4000.00

GOLD Signature Events Business Partner

\$2500.00

SILVER Signature Events Business Partner

\$1500.00

BRONZE Signature Events Business Partner

\$1000.00

SAPPHIRE Signature Events Business Partner

\$500.00

GARNET Signature Events Business Partner

\$250.00

Business Partners are an integral part of the Fairgrounds Signature events. They represent our community's support of the County Fairgrounds &, in return for that support; the Fairgrounds will promote your business, so that the partnership is a win-win situation. The Fair and the Wild West WinterFest provide wholesome family entertainment that will make your business proud and expose your name to over 250,000 people who come through our gates each year!.

Each package, no matter what the level, will give your Business recognition throughout the County Fair and the Wild West WinterFest. Keep in mind you are able to choose specific activities you would like to have your business's name specifically associated with at your chosen event

| | Signature | Platinum | Gold | Silver | Bronze | Sapphire | Garnet |
|--|-----------|----------|------|--------|--------|----------|--------|
| Presenting Sponsor | ✓ | | | | | | |
| Event Naming Rights | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo On Commercials | ✓ | ✓ | ✓ | ✓ | | | |
| Central PA Announcements | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Special Event Announcements | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ability to Distribute Coupons/Info | ✓ | ✓ | ✓ | ✓ | | | |
| Signage Year Round at Fairgrounds | ✓ | ✓ | | | | | |
| Logo & Link on Fairgrounds Website (year expires June 1) | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Banners Up During Signature Events | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit Space/Demo Time | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Radio/TV Mentions | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Event Seating Naming Rights | ✓ | ✓ | | | | | |
| Advertising on All Printed Materials | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| V.I.P. Tickets | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Admission tickets for Event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Signature Event Presenting Sponsor

Fair: \$5000.00 WinterFest: \$3000.00

The Year Round Sponsor is a business that is included not only in the two signature events at the fairgrounds, but all events and activities held at the fairgrounds.

- Presenting Sponsor for Event with Logo on All Information Pertaining to Event with Special Allowance as Presenter.
- Event Naming Rights Or Day Naming Rights and First Right of Refusal on Event or Day Naming Rights the Following Year.
- Logo Placed on any Commercial developed for Event when Space Permits.
- Central PA System Announcements throughout Events with Daily Announcements at Youth and Livestock Shows (*Script Provided by Business*)
- PA Announcements on Named Event
- Ability to Provide Coupons/Information to be Distributed throughout the Year for Other Events held at the Fairgrounds.
- Banner Ad on Web Site with Link for One Year with Website Logo and Company Write Up.
- 4 Banners Up For Entire Event with Choice of Banner Placement (*Banners provided by business*)
- Indoor 10'x10' Exhibit Space Or Outdoor 30'x30' Exhibit Space (*Space must be reserved 30 days before event*)
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio and Television Mentions when Possible
- Name or Logo Included on 150 Posters, 10,000 Schedule of Events Brochure, and 20,000 Special Fair Tabs
- Anderson Arena Seating Section Naming rights for one year
- Two Signs on Fairgrounds to Display for one year.
- Name and Logo Included in Special Flyers when Possible
- 10 V.I.P. Tickets during Fair and Winterfest
- 20 Admission Tickets to Fair & WinterFest or 40 tickets for either Fair or WinterFest.

Platinum Year-Round Business Partner

\$4000

The Year Round Sponsor is a business that is included not only in the two signature events at the fairgrounds, but all events and activities held at the fairgrounds.

- Event Naming Rights Or Day Naming Rights and First Right of Refusal on Event or Day Naming Rights the Following Year.
- Logo Placed on any Commercial Developed for Event when Space Permits.
- Central PA System Announcements throughout Events with Daily Announcements at Youth and Livestock Shows (*Script Provided by Business*)
- PA Announcements on Named Event
- Ability to Provide Coupons/Information to be Distributed throughout the Year for Other Events held at the Fairgrounds.
- Banner Ad on Web Site with Link for One Year with Website Logo and Company Write Up.
- 4 Banners Up For Entire Event with Choice of Banner Placement (*Banners provided by business*)
- Indoor 10'x10' Exhibit Space Or Outdoor 30'x30' Exhibit Space (*Space must be reserved 30 days before event*)
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio and Television Mentions when Possible
- Name or Logo Included On 150 Posters, 10,000 Schedule of Events Brochure, and 20,000 Special Fair Tabs
- Anderson Arena Seating Section Naming rights for one year
- Two Signs on Fairgrounds to Display for one year.
- Name and Logo Included in Special Flyers when Possible
- 8 V.I.P. Tickets during Fair and Winterfest
- 20 Admission Tickets to Fair & WinterFest or 40 tickets for either Fair or WinterFest.

What Can I Sponsor with this package?

Day Sponsor for Fair and WinterFest

Event Naming Rights of Your Choice Event when Possible.

Fairgrounds Building Naming Rights for Fair or WinterFest for one year.

Ex: The "your company" Livestock Barn

Gold Signature Events Business Partner

\$2500

- Event Naming Rights OR Day Naming Rights when available and First Right of Refusal on Event or Day Naming Rights the Following Year.
- Logo on Commercials when Space Permits
- Central PA System Announcements daily throughout Fair or WinterFest and Daily Announcements at Livestock Barns (*Script Provided by Business*)
- PA Announcements at Event Sponsored
- Ability to Provide Coupons/Information to be Distributed throughout the Event.
- Sign on Annual Partnership Display on Fairgrounds throughout the Year.
- Banner Ad on Web Site with Link for One Year with Write up about Company.
- 3 Banners to Display For Entire Event with Choice of Banner Placement when Possible (*Banners provided by business*)
- Indoor 10'X10' Exhibit Space Or Outdoor 30'X30' Exhibit Space
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio and Television Mentions when Possible
- Logo Included on Posters, Flyers, Schedule of Events, & other Publications where Possible
- Name and Logo Included in Special Flyers when Possible
- 6 V.I.P. Tickets During Fair or Winterfest
- 20 Admission Tickets to Fair or WinterFest

What Can I Sponsor with This Package?

Gallatin County Fair Day Sponsor with Banner in Outside Arena During Fair Week.

Any Gallatin County Fair or WinterFest Event when Available.

Gallatin County Fair Concerts Title Sponsor

Silver Signature Events Business Partner

\$1500

- Event Naming Rights with First Right of Refusal on Event Rights the Following Year.
- Logo on Commercials when Space Permits
- Central PA System Announcements throughout Event (*Script Provided by Business*)
- PA Announcement on Named Event
- Ability to provide coupons/information to be distributed throughout the Event.
- Banner Ad on Web Site With Link For One Year
- 2 Banners Up For Entire Event (*Banners provided by business*)
- Indoor 10'X10' Exhibit Space OR Outdoor 30'X30' Exhibit Space
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio and Television mentions when possible (*Event or Day Naming*)
- Name or Logo Included On 150 Posters, 10,000 Schedule of Events Brochure, and 20,000 Special Fair Tabs
- Name or Logo Included in Special Flyers where possible
- 4 V.I.P. tickets During Fair or Winterfest
- 15 Admission Tickets to Fair or WinterFest

What Can I Sponsor with This Package?

Presenting Sponsor for: Lou's Traveling Petting Zoo
Super Science Center
Bozeman Roundup Ranch Rodeo &
Saddle Bronc Riding

Winterfest Opportunities: Presenting Day Sponsor at Winterfest
Presenting Sponsor for Packers Scramble, or
Dog Keg Pull

Bronze Signature Events Business Partner

\$1000

- Event Naming Rights when possible and First Right of Refusal on Event Rights the Following Year.
- Central PA System Announcements throughout Event (*Script Provided by Business*)
- PA Announcements During Named Event
- Logo on Web Site With Link For One Year
- 2 Banners Up For Entire Event (*Banners provided by business*)
- Indoor 10'X10' Exhibit Space OR Outdoor 30'X30' Exhibit Space.
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio and Television Mentions when Possible
- Name or Logo Included On 150 Posters, 10,000 Schedule of Events Brochure, and 20,000 Special Fair Tabs
- Name or Logo Included in Special Flyers where Possible
- 2 V.I.P. Tickets During Fair
- 10 Admission Tickets to Fair or WinterFest.

What Can I Sponsor with This Package?

Presenting Sponsor For: Kid Zone by Montana Clown Work
Ranch Horse Contest
Gallatin County Fair Entertainment Acts

Banner Placement on Outside Top Rail in the Anderson Arena

Winterfest Opportunities

Presenting Sponsor for:
Entertainment Stage
Working Horse & Driver
Lou's Petting Zoo
Naming Rights for:
Packers Scramble
Dog Keg Pull



Sapphire Signature Events Business Partner \$500

- Special Event naming Rights When Available
- Central PA System Announcements throughout Event (*Script Provided by Business*)
- Mention on Fairgrounds official website (*listed under Sponsors for one year.*)
- 1 Business sign or banner displayed at exhibit site or event. (*Business provides signage*)
- Indoor 10'X10' Exhibit Space OR Outdoor 30'X30' Exhibit Space.
- Demo Time: *If you want more one-on-one exposure you can spend 30 minutes to two hours presenting your business or trade through Demo/Meeting time during Fair or Winterfest.*
- Radio, television, newspaper and other Signature Events publication mentions, when available.
- Mention in 20,000 Fair Tabs
- 1 V.I.P Ticket During Fair or WinterFest
- 5 Day Passes during Fair or WinterFest

What Can I sponsor with This Package?

Presenting Sponsor for: Dog Dock Diving, Dog Agility, Doxie Derby
Mutton Bustin'

Day Sponsor for: Kid Zone by Montana Clown Work
Lou's Traveling Petting Zoo
Super Science Center

Event Sponsor for: Bozeman Roundup Ranch Rodeo (6 events)

Walkway Banner in the Outside Arena *Or*
Banner in the Anderson Outside Arena

Winterfest Opportunities:

Naming Rights on: Cattle Sorting, Battle of the Breeds, Dog Agility,
Ag in the Classroom, or Petting Zoo.



Garnet Signature Events Business Partner

\$250

- Central PA System Announcements throughout Event (*Script Provided by Business*)
- Mention on Website for One Year
- 1 Business Banner or Sign to Display During Event (*Business provides signage*)
- Mention in Radio, television, and Print advertising when space permits and Listing in Schedule of Events
- 2 Day Passes During Event

What Can I Sponsor with This Package?

Presenting Sponsor for: Poultry Show, Arts & Crafts, Floral, Food, Gardening, Needlework & Photo Contests, Super Grasshopper Contest, Dog Train-off

Event Sponsor for: Cowboy up Contest
Team branding or Team Cutting

Class/Special Award Sponsor: Ranch Horse Show (4 Classes) Dog Dock Diving (Awards), Heart of the Valley Dog Train-off (10), Dog Agility, Foods, Arts & Crafts, Floral, Gardening, Needlework, Photo, Livestock & Horse Classes, and Poultry Classes (23)

Day Sponsor for Gallatin County Fair Entertainment

Special Awards for: Mutton Bustin' (*Top Cowboy, Top Cowgirl, Hard-luck Award*)
Grasshopper Contest

Winterfest Opportunities:

Presenting Sponsor for: Mutton Bustin', Ice Bogs, Dog Agility, Quilt, Photography and Children's Art Shows.

Media Partners

- ❖ Gap West Radio Stations - XL Country, KISS, KMMS FM, KMMS 1450 AM, KZMY 103.5
- ❖ Bozeman Daily Chronicle
- ❖ Belgrade News
- ❖ The BoZone/Montana Business Journal
- ❖ KBZK (CBS)
- ❖ KBZK (WB)
- ❖ KGLT Radio

Marketing Plan

- ❖ Print advertising in The BoZone, Bozeman Chronicle, Competitors News, Rocky Mountain Rider, Wrangler.
- ❖ Direct Mailings
- ❖ Radio Advertising on Multiple Stations.
- ❖ Television Advertising.
- ❖ Official Gallatin County Fairgrounds Website.
- ❖ Flyers and Posters
- ❖ Schedule of Events
- ❖ On-Ground Promotions
- ❖ Other Event Publications
- ❖ Contest Programs to Promote Events.

July 2007
Stefan Associates
Architecture Landscape Architecture

